Heavy Vs. Light Tripadvisor Reviewer Behavior
Heather Linton, Cornell University, USA
Robert Kwortnik, Cornell University, USA
Jay Russo, Cornell University, USA

Existing research on motivations behind engaging in online word of mouth (eWOM) has offered multiple discrepant lists of the reasons travelers choose to leave a review online. In this paper existing data from TripAdvisor reviews is analyzed to further investigate the behavioral differences of heavy versus light TripAdvisor reviewers.

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When Choosing the Best Brings out the Worst:  
Maximizing Increases Cheating Due to Greater Perceptions of Scarcity

Caroline Roux, Concordia University, Canada  
Jingjing Ma, Peking University, China  
Kelly Goldsmith, Northwestern University, USA

Striving for the best or a maximizing mindset is often advocated as an ideal in many life domains. But how far are consumers willing to go when striving for the best? Three studies demonstrate that activating a maximizing mindset increases cheating behavior because it elicits greater perceptions of scarcity.

The Effects of Envy on Scarcity Appeals in Advertising:  
Moderating Role of Product Involvement

Rajat Roy, Curtin University, Australia

Results from two laboratory experiments show that when subjects experience benign (malicious) envy they exhibit higher value perception and purchase intention for the product showcased in a demand (supply) appeal over the supply (demand) appeal. This effect held under conditions of high product involvement but disappeared under low involvement.

Social and Behavioral Consequences of Feedback When Participating in Brand Pages

Salvador Ruiz de Maya, University of Murcia, Spain  
Mariola Palazon, University of Murcia, Spain  
Maria Sicilia, University of Murcia, Spain

This study combines data from Facebook and two experiments to show that (a) the content of consumers’ posts on brand pages in social networks determines the feedback they obtain in the form of likes and comments and (b) how that feedback impact their perception of social recognition and behavioral intentions.

The Effects of Consumers’ Identification and Disidentification in the Case of Corporate Misconduct – Exploring the Mediating Role of Emotions

Christopher Ruppel, University of Vienna, Austria  
Sabine Einwiller, University of Vienna, Austria

Due to higher self-relevance corporate misconduct should elicit stronger emotions in identified and disidentified consumers compared to non-identified which mediate different consumer reactions. In a first study particularly disidentified consumers’ adversarial behaviors were mediated through disapproving emotions and schadenfreude whereas sympathy elicited in identified consumers resulted in higher perceived trust.

Taking the Easy Way Out:  
The Structure of Complex Assortments Navigates Consumers Towards Different Product Choice Locations Under the Condition of Broad Attentional Scope

Sebastian Sadowski, University of Groningen, The Netherlands  
Bob M. Fennis, University of Groningen, The Netherlands  
Koert van Ittersum, University of Groningen, The Netherlands

Across two studies we show that assortment complexity affects consumers with a broad but not with a narrow attentional scope. Consumers with a broad attentional scope not only take longer to choose most preferred product from a complex assortment they also select products from different locations depending on assortment structure.
Advertising Effectiveness: Examining the Role of Latent Themes on Advertising Success
Prakash Satyavageeswaran, Doctoral Student, Indian School of Business, India
M G Parameswaran, FCB Ulka, India
Sridhar Samu, Great Lakes Institute of Management, India

We extract two latent themes from transcripts of television advertisements using latent topic modelling. Their impact on the advertisements’ success is assessed using a multinomial logit model. We contribute methodologically and substantively by introducing a novel latent theme approach for understanding impact of textual themes on consumer’s ranking of advertisements.

Lost in the Supermarket: Searching for Products on Crowded Shelves
Ana Scekic, HEC Paris, France
A. Selin Atalay, Frankfurt School of Finance and Management, Germany

Crowded scenes make it more difficult to differentiate otherwise distinct objects. We study how the positions of products on the vertical range of the visual field affect consumers’ search experience in a retail context. We provide initial evidence for shelf location based effects on consumer search in crowded scenes.

The Monetary Value of Ethical Attributes: Preference Reversal Effects Among Cause-Related Marketing Campaigns
Christina Patricia Schamp, University of Hamburg, Germany
Mark Heitmann, University of Hamburg, Germany
Julia Stehmann, University of Hamburg, Germany

The momentum of cause-related marketing allows the transfer of the norm theory of category-bound thinking on market scenarios evaluating the actual value of ethical attributes. Our results show that the importance of causes and subsequent choices reverse when two isolated campaigns are implemented jointly and brand-cause fit moderates this reversal.

Consumer-Expert Interactions in the Medical Domain: Exploring When and How Patients with Prostate Cancer Ask Their Physicians for Advice
Karen Scherr, Duke University, USA
Mary Frances Luce, Duke University, USA
Peter Ubel, Duke University, USA

With the increasing consumerization of healthcare the role of physician recommendations has become more complex and uncertain. Using data from patients with prostate cancer we find significant variation in how patients request recommendations how physicians respond to those requests and identify factors (e.g. anxiety) that predict whether patients request recommendations.

Using Humor to “Sell” Good Life Choices
Julie L. Schiro, University College Dublin, Ireland

What is the effect of humor on public service ads? On one hand humor could hurt by trivializing the problem. On the other humor could help by making the ad more likable. Using SEM I model these factors simultaneously to find the net effect of humor on behavior.

Close Alternatives: The Influence of Spatial Proximity on Choice Difficulty
Iris K. Schneider, VU University Amsterdam, the Netherlands
Norbert Schwarz, University of Southern California, USA
Sander L. Koole, VU University Amsterdam, the Netherlands

Decision difficulty is often expressed in spatial language for instance when people say “the choice alternatives are close”. We explore the consequences of this metaphor for consumer decision-making. Our findings reveal that choices are harder when alternatives are presented spatially close together compared to far apart.
To Share or Not to Share?
Social Distance as The Underlying Mechanism to Explain Sharing Behavior

Nadine Schreiner, Heinrich Heine University Düsseldorf, Germany
Peter Kenning, Heinrich Heine University Düsseldorf, Germany

Sharing is a fundamental part of human behavior but still lacks empirical research. Field theory suggests social distance as one of the underlying mechanism affecting sharing behavior. Using an experimental design preliminary results show a decrease of sharing ratio as a function of social distance resulting in a hyperbolic shape.

Humanizing Products Through Typeface Design

Roland Schroll, University of Innsbruck, Austria
Benedikt Schnurr, University of Innsbruck, Austria
Dhruv Grewal, Babson College, USA

Across three experimental studies the authors show that using handwritten (vs. machine-written) typefaces on product packaging positively affects consumers’ product evaluations. This effect is driven by perceptions of social presence imbued in the product which increase consumers’ emotional attachment to the product. Further the authors examine an important boundary condition.

Food Fight! A Comparative Analysis of the Portrayal of Food in Cartoons Targeting Girls and Boys

Eric Setten, University of Oregon, USA

This study shows significant differences in the number and meaning of food references in cartoons for girls versus those for boys. Girls’ shows reinforce the message “food is love” while boys’ shows reinforce the message “food is fuel.” This has important implications for the development of identity-based attitudes towards food.

A Visual Consumption of Desserts: The Impact of Subtle Food Cues on Dieters

Donya Shabgard, University of Manitoba, Canada
Kelley Main, University of Manitoba, Canada

This research examines the differences between dieters and non-dieters in response to subtle consumption cues. Participants were presented with an image of a bitten cut or whole dessert. The results show that dieters in comparison to non-dieters respond more favourable to the bitten and cut desserts.

The Ending Effect on Positive Illusion

Ziqi Shang, Renmin University of China, China
Jun Pang, Renmin University of China, China
Lingyun Qiu, Peking University, China

This research proposes and demonstrates the ending effect on individuals’ positive illusions. Across two studies we show that individuals have a lower level of positive illusion at the end of a time period than at other time points and this effect is mediated by the perceptions of resource depletion.

I Like It Because I Imagined The Scent: Olfactory Imagery Improves Product Evaluation

Varun Sharma, Bocconi University, Italy
Zachary Estes, Bocconi University, Italy

We show that visual image of a pleasant scent-inducing object in advertisements and packages improve (reduce) product evaluation for scent-relevant (scent-irrelevant) product categories. First study demonstrates this effect in product packages. Second study shows that this effect is mediated by generation of olfactory imagery while extending the applicability to advertisements.
Asymmetric Conformity to Positive and Negative Advice

Henry Shen, University of California, Riverside, USA
Ye Li, University of California, Riverside, USA

The ubiquity of online ratings has facilitated word-of-mouth transmission but researchers have yet to fully understand whether and how rating valence interacts with intrinsic product quality to affect consumer’s ultimate product evaluation. We show that positive and negative WOM advice asymmetrically influences the evaluation of good and bad experiential products.

Leaps and Tweaks: The Impact of Version Numbers on Product Attractiveness

Meyrav Shoham, Technion - Israel Institute of Technology, Israel
Yael Steinhart, Tel-Aviv University, Israel
Sarit Moldovan, The Open University of Israel, Israel

When consumers evaluate products with version numbers smaller numerical gaps between version numbers can enhance product appeal. Three studies show that this effect occurs when the existing version has a decimal number while the new version has a whole number suggesting a more substantive leap after several incremental ones.

Mental Representation of Attitudinal Ambivalence

Amit Surendra Singh, Ohio State University, USA
H. Rao Unnava, Ohio State University, USA

An ambivalent attitude has both positive and negative reactions associated with it. In this research the underlying structure of oppositely-valenced components is investigated. Preliminary evidence indicates positive and negative thoughts about an object being stored together in memory. Further effect of situational relevance on accessibility is studied.

The Telepresence Effect: Changing Attitudes via Virtual Tours in Marketing Communications

Nathalie Spielmann, NEOMA Business School, France
Antonia Mantonakis, Brock University, Canada
Barry J. Babin, Louisiana Tech University, USA
Aikaterina Manthiou, NEOMA Business School, France

Virtual online tours enable a consumer to immerse themselves in environments without physically being in them usually in the hopes of encouraging positive attitudes toward the advertiser. Two studies demonstrate how consumer and advertiser interactivity unique to virtual tours leads to telepresence (e.g. immersion) which then leads to positive attitudes.

How Hunger Facilitates Dieting: The Paradoxical Effect of Hunger When Individuals are Primed With an Environmental Dieting Cue

Aline E. Stämpfli, University of Bern, Switzerland
Thomas A. Brunner, Bern University of Applied Sciences, Switzerland
Sabrina Stöckli, University of Bern, Switzerland
Claude Messner, University of Bern, Switzerland

This research examines the influence of an environmental dieting cue in interaction with hunger. Results reveal that the cue a screensaver showing thin human-like sculptures by the artist Alberto Giacometti reduced unhealthy food intake especially in hungry individuals. Thus the dieting cue was effective when it was actually needed.
The Role of Mimicry in Charity Advertising
Sabrina Stöckli, University of Bern, Switzerland
Aline Stämpfl, University of Bern, Switzerland

This research explores the effect that charity ads induce more empathy when showing sad versus neutral and happy children’s faces. Assuming mimicry to be involved face reader analysis reveals that people mimic happy but not neutral and sad faces. This suggests that mimicry only partially facilitates emotional contagion.

Choosing an Inferior Alternative: The Case of Disappearing “Inherited Options”
Rusty Stough, University of Wisconsin - Madison, USA
Evan Polman, University of Wisconsin - Madison, USA

We extend work on subsequently unavailable options by examining items that consumers acquire despite their preferences. We found that when people experience a loss of an inherited option they recoup the loss with a similar option to the extent they choose an option that is inferior to other available options.

Eye Buy: Broad Visual Attention Increases Unplanned Purchases
Mathias Streicher, University of Innsbruck, Austria
Oliver Büttner, University of Vienna, Austria
Zachary Estes, Bocconi University, Italy

We investigate whether manipulating the scope of visual attention influences subsequent attention to products and unplanned purchases. We find that a broad vs. a narrow scope of attention increases attention to products in the visual periphery and that this may lead to more unplanned purchases and spending.

Social Exclusion and Consumer Switching Behavior: A Control Restoration Mechanism
Lei Su, Hong Kong Baptist University, China
Yuwei Jiang, Hong Kong Polytechnic University, China
Zhansheng Chen, University of Hong Kong, China
C. Nathan DeWall, University of Kentucky, USA

Four studies reveal that socially excluded consumers exhibit more switching behaviour than those who do not. This effect is mediated by a decreased sense of personal control after social exclusion. It diminishes when the switching behaviour cannot restore personal control or when other resources compensate the desire for internal control.

When Shared Joy is Lessened:
Comparing Psychological Costs Between Online and Offline Positive Word of Mouth
Ana Suárez Vázquez, University of Oviedo, Spain
Manuel Chica Serrano, Open University of Catalonia, Spain

This research examines the difference in drivers of online and offline WOM. We suggest the existence of an emotional pain associated with the spreading of others’ positive experiences that could have a deterrent effect over online positive WOM. That effect does not exist in the case of offline positive WOM.
The No-Pain, No-Gain Heuristic: The Effect of a Creator’s Tragic Biography and Construal Levels on Quality Inferences

Yeonjin Sung, Seoul National University, Korea
Seojin Stacey Lee, Seoul National University, Korea
Kiwan Park, Seoul National University, Korea

Extending the effort heuristic we propose that people utilize a creator’s tragic biography as a cue for high quality judgment of the creation. We demonstrate that this effect is observed at low construal level which facilitates process focus and is attenuated at high construal level which activates outcome focus.

Caveat Voluntas: Exploring the Dark Side of Volunteering

Stefan Suppanschitz, Viena University, Austria
Verena Gruber, HEC Montreal, Canada
Jonathan Deschenes, HEC Montreal, Canada

Academics have mainly focused on the positive consequences of volunteering. This paper explores its potential negative side through a review of literature and a preliminary analysis of interviews with 14 current or past volunteers working at the Vienna Red Cross.

Constructing Hybrid Identity: the Consumption of Brit-Asia Bhangra Music

Dr. Amandeep Takhar, University of Northampton, UK
Dr. David Chitakunye, AMA International University, Kingdom of Bahrain

We propose that the consumption of the Brit-Asian music genre plays a pivotal role in the lives of young British Sikhs in the UK. It acts as a sub-cultural force that reinforces the British Sikh identity but also mediates cultural and intergenerational tensions therefore acting as a catalyst for change.

Consuming a Transfusion of Fashion: Constructing Hybrid Identity amongst the Third Generation British Indian Community

Amandeep Takhar, University of Northampton, UK
David Chitakunye, AMA International University, Kingdom of Bahrain

This study contributes to an understanding of how migrating communities consume a transfusion of clothing and fashion. We adopt an interpretivist approach to explore how third generation British Indians consume fashion and found that fashion was consumed as an expression of their hybrid identities.

Complicitous Consumers? Deconstructing Online “Fertility Testimonials”

Jennifer Takhar, Novancia Business School, Paris, France
Kelly Pemberton, The George Washington University, USA

Our discursive analysis of American women’s online customer testimonials on two “fertility wellness” websites reveals how this advertising strategy makes women unwittingly complicitous in the medical and marketing discourses that stigmatise them as solely responsible for procreative challenges and simultaneously undermines the tenets of fourth-wave feminism.

Effects of Task Routinization on Consumer Creativity

Jasper Teow, National University of Singapore, Singapore
Li Xiuping, National University of Singapore, Singapore

Our research posits that routine tasks lead to mental rigidity. It is demonstrated that after typing a string of letters repetitively participants were more likely to employ a local processing style and performed worse in a remote association task assessing creativity. Furthermore participants’ psychological reactance moderates the effect of routinization.
Role of Mood in Cause-Related Marketing Effectiveness
Ali Tezer, Concordia University, Canada
Onur Bodur, Concordia University, Canada

Brands promise to donate certain amount of sales prices per product sold in cause-related marketing (CRM) promotions. Contrary to common wisdom we show that CRM is effective when consumers are in a bad mood but not when they are in a good mood.

Do Children Perceive Links Between Physical Attractiveness, Possessions, and Aggression?
Tabitha Thomas, Univesity of Otago, New Zealand
Kirsten Robertson, Univesity of Otago, New Zealand
Maree Thyne, Univesity of Otago, New Zealand

We examine beauty stereotypes in children and the associations they make between physical attractiveness possessions and aggressive behaviour. Across four studies we find that children perceive attractive children to own expensive possessions and display prosocial behaviour whereasunattractive children were perceived to own cheap possessions and display antisocial behaviour.

Does Visual Heaviness Convey Rich Flavor?
Effect of Product Image Location on Consumers’ Taste Expectation
Taku Togawa, Chiba University of Commerce, Japan
Jaewoo Park, Chiba University of Commerce, Japan
Hiroaki Ishii, Seikei University, Japan

This research found that product images’ location on packaging affects consumers’ perception of food products. In consumers with low autotelic need for touch product images placed at the bottom (vs. top) of packaging positively affected perception of flavor density. Additionally perceived heaviness mediated this effect.

Affective Influences on Activation of Social Network Type:
The Effects of Social Motivations and Anticipated Audience Responses
Dandan Tong, Chinese University of Hong Kong, China
Jianmin Jia, Chinese University of Hong Kong, China
Robert Wyer, Chinese University of Hong Kong, China

This research investigates how event-elicited affective states (positive vs. negative) and relevance (self vs. other) give rise to activated social network types. We found that what people share in social media is driven by self-presentation motivation and emotion regulation motivation that are differentially associated with different types of social network.

‘Compete or Cooperate’– How Motivational Mindsets Affect Facial Beauty Judgments
Natalie Truong, Nanyang Technological University, Singapore
George Christopoulos, Nanyang Technological University, Singapore

The present research examines the effect of competition versus cooperation mindset on facial beauty judgments and face processing style. Initial results show that a competitive state leads to higher evaluations of female faces compared to a cooperative state. We hypothesize a social comparison resulting in self-threat as the underlying process.

Theorizing Authority Relinquishment in Agency Relationships:
Conditions and Consequences
Gulnur Tumbat, San Francisco State University, USA
Kent Grayson, Northwestern University, USA

According to agency theory exchange agreements range from where the buyer has high authority over the seller to where both are relatively independent. Some principal-agent agreements reverse this relationship by allowing the seller to exercise authority over the buyer. We study this unexplored type of agency agreement: “authority relinquishment.”
Low Construals Prefer Atypical Colors

Jiyoon Uim, Hongik University, Republic of Korea
Nara Youn, Hongik University, Republic of Korea

The current research examines how atypical (vs. typical) color affects consumer information processing and examines the moderating role of construal level. Through three studies we demonstrate that atypical color would lead to favorable evaluation of product more for consumers with low level than for those with high level construals.

Genealogies of Consumers’ Resistance

Carmen Valor, Universidad Pontificia Comillas, Spain
Eleni Papaokinoumou, Universitat Rovira i Virgili, Spain

This paper examines the subjectification process in the sustainable consumers’ resistance movement. By applying the Foucault’s genealogical method we aim to unveil the discursive roots and anchors of the sustainable subject and how such subject is opposed to the consumerist subject.

“I Deserve to Help!” Effects of Entitlement and Social Influence Appeals on Prosocial Motivations

Martine van der Heide, University of Groningen, The Netherlands
Bob Fennis, University of Groningen, The Netherlands
Koert van Ittersum, University of Groningen, The Netherlands
Debra Trampe, University of Groningen, The Netherlands

Entitlement—a sense that one deserves more than others—typically reduces prosocial motivations. We further investigate this relationship by considering the interplay between entitlement and social influence appeals. We demonstrate that a consistency appeal reinforces the negative effect of entitlement on prosocial motivations while a scarcity appeal fully attenuates it.

Non-price Determinants of the Purchase Intention Towards Counterfeit Global Brands: An International Comparison of Respondents as a Moderator of Behavior

Claudia Velez-Zapata, Universidad Pontificia Bolivariana, Colombia

This study analyzes the determinants of intention to purchase of counterfeit clothing global brands in Bologna Madrid Chicago and Medellin. This research shows the relevance of non-price factors (i.e. perceived quality public and private prejudice). Additionally it presents evidence which support city of the respondents as a moderator of behavior.

Communicating Less/No Meat Consumption: Dialogue between Meat Lovers and Avoiders

Handan Vicdan, EMLYON Business School, France

Despite the scientifically proven need for adoption of less/no meat diets few people adopt such diets. We explore the counterproductive communication that hinders the promotion of these diets between meat lovers and avoiders. Focus group and depth interviews identify ways to establish constructive dialogues in order to promote these diets.

Peeping on Poverty: Groupness and Moral Considerations in Slum Tourism

Julia von Schuckmann, ESADE Business School, Spain
Lucia Barros, EBAPE-FGV, Brazil
Eduardo Andrade, EBAPE-FGV, Brazil

Slum tourism is a prevalent tourist attraction in the Global South that brings a fierce ethical debate. In two field experiments in Rio de Janeiro we show that groupness and its impact on moral considerations help explain why some consumers (out-groups) find it appealing whereas others (in-groups) find it appalling.
“Love Accounting”: The Effect of Love Messages on Gift Budgeting

Yanan Wang, Bishop’s University, Canada
Ashesh Mukherjee, McGill University, Canada

Through three studies it is found that when people give a gift they engage in ‘love accounting’ so that they will spend less on it if they include a written expression of love with it. The amount of effort expended on preparing the message did not account for the effect.

Approach or Avoidance? The Dual Role of Face in Fashion Consumption

Wangshuai Wang, Shanghai Jiao Tong University, China
Xin-an Zhang, Shanghai Jiao Tong University, China

We propose face affects fashion consumption in two ways. Desire to gain face boosts fashion consumption whereas fear of losing face demotivates it. Moreover these effects are mediated by need for uniqueness and moderated by social visibility. Data from one survey and four experiments provide support for these hypotheses.

With A Little Help From My Friends:
How Product and Website Socialness Drive Online Word-of-Mouth Persuasion

Yiru Wang, Kent State University, USA
Cesar Zamudio, Kent State University, USA

Consumers’ online review information processing depends on the social nature of the object under review and website used. When the object is consumed privately readers rely on both review content and writers’ social profile. However when the object is consumed socially readers rely on social profile alone.

Information-Searching Task Type and Searching Effort: the Mediating Role of Self-Efficacy

Feiqiong Wei, Renmin University of China, China
Yafeng Fan, Renmin University of China, China
Jing Jiang, Renmin University of China, China

This article examines information searching behavior under different searching tasks (general vs. specific) and the mechanism. Two experiments demonstrate that consumers make more efforts under general searching task than under specific searching task which is mediated by self-efficacy. We also explore this effect under different scenarios (material vs. experiential product).

When Detailed Information Works Better:
Comparison Between 3-Colors and 5-Colors Traffic-Lights Nutritional System Labels

Carolina O.C. Werle, Marketing Department, Grenoble Ecole Management, France
Kévin Roche, Marketing Department, Grenoble Ecole Management, France
Olivier Trendel, Marketing Department, Grenoble Ecole Management, France

Two studies using implicit (i.e. automatic) tasks show that nutritional traffic light systems facilitate the recognition of the healthiest option among a pair of food products. Furthermore a more subtle system (traffic light with five colors instead of three) works better independently of consumers’ knowledge about the food nutritional value.

Creating the Flawed Hero: Consumer Movement Framing in the Online Environment

Jeff Wiebe, Queens University, Canada
Jay Handelman, Queens University, Canada

Employing a New Social Movement perspective we conduct a netnographic analysis to examine how members frame consumer movements in the online environment. We find that rather than adhering to traditional activist roles members position themselves as persistent “flawed heroes” who inform others of important truths.
What You Smell is What You See?
The Effect of Ambient Scent on Stimulus Ambiguity in Product Aesthetics

Xiaoxuan (Farrah) Wu, Temple University, USA
Martin Reimann, University of Arizona, USA
Maureen (Mimi) Morrin, Temple University, USA
Angelika Dimoka, Temple University, USA

Can the olfactory and visual senses cooperate to resolve ambiguity? Two scent experiments aim to understand if and how pleasant ambient scent (e.g. eucalyptus) can mitigate stimulus ambiguity in visual product aesthetics (e.g. abstract artwork) and how consumers’ perceptions and evaluations are influenced as a consequence.

Icing on the Cake or Not:
The Impact of Positive In-Group Members’ Advice on individuals’ Preference on Choice

Yinghao Wu, Renmin University of China, China
Jing Jiang, Renmin University of China, China

Based on the optimal distinctiveness theory this study proposes that anticipated in-group similarity becoming excessive due to too much positive advice will make individuals feel emotional ambivalent which will evoke subsequent negative behavioral responses-preference decrease or shift. The situation will be even more intense when individuals are independent self-construal.

Do the powerful prefer the “Brand-As-Leader”?
Gender Difference in the Power Effect on Brand Role Preference

Jiang Wu, Nanjing University, China

In the current research we investigated the gender difference in the power effect on brand role preference. Specifically we proposed that men with lower sense of power and women with higher sense of power would prefer “brand as leader” to “brand as partner”.

The Impact of Corporate Environmental Transgressions on Consumer Support for Non-profits: The Role of Negative Moral Emotions and Moral Identity

Chunyan Xie, Stord/Haugesund University College, Norway
Richard P. Bagozzi, University of Michigan, USA

We add to research on pro-social decision making by providing a new psychological mechanism underlying consumer support for non-profits upon exposure to corporate environmental transgressions. Results showed that contempt anger and disgust mediate the relationship between corporate transgressions and consumer support. Further moral identity regulates such a mediation process.

“Slim-as-Luxury” Effect: The Influence of Product Shape on Product Luxury Perception

Ji (Jill) Xiong, National University of Singapore, Singapore
Yu Ding, National University of Singapore, Singapore

Based on anthropomorphism theory that people tend to imbue characteristics of human beings such as personalities emotions and facial features onto products we found that people also attribute their implicit belief about slim human body shape and its signaling of high status and luxuriousness onto slim-shaped products.

Asset or Liability? The Role of Brand Equity in Times of Crisis

Haiyue (Felix) Xu, Pennsylvania State University, USA
Lianxi Zhou, Brock University, Canada

The present research examines how brand equity affects consumer responses to brand crisis and its contingency on crisis characteristics. Results show that brand equity backfires when a crisis is of high severity or of ethical nature. Confirmatory bias and disconfirmation of expectation are identified to be the underlying processes.
Soap-Opera and Tourism: Rehabilitating the Ottoman Post-colonial

Cagri Yalkin, Brunel University, UK
Georgios Halkias, University of Vienna, Austria

We explore how the tourists from formerly colonized territories in the Ottoman Empire consume the former colonizer through 1. watching Turkish soap operas and 2. visiting Turkey and in doing so how they confront the post-colonial relationship through confronting Turkey as a destination and a nation-brand.

Virtue-Vice or Vice-Virtue: Ingredient Presenting Order Affects Consumer’s Perceived Healthiness and Calorie Estimate

Chun-Ming Yang, Ming Chuan University, Taiwan

Two experiments demonstrate that consumers report a higher (lower) perceived healthiness and lower (higher) calorie estimate when a dish’s ingredients are presented in a virtue-vice (vice-virtue) sequence. Perceived healthiness mediates the relationship between ingredient order and calorie estimate. However this effect is weaker for individuals with low appearance self-esteem.

Parenting Mindset Salience and Its Influence on Uniqueness Seeking

Chun-Ming Yang, Ming Chuan University, Taiwan

Two studies demonstrate that parenting mindset salience makes consumer interdependent self-construal more salient but does not do so for independent self-construal. This salient interdependent self-construal leads to a lower preference for unique or cool products. Moreover this effect was stronger for females than for males and mediated by interdependent self-construal.

Fewer When Mixed: When Food Presentation Format Biases Consumers’ Perceptions of Calories and Fat

Ning Ye, Temple University, USA
Maureen Morrin, Temple University, USA
Angelika Dimoka, Temple University, USA
Dipankar Chakravarti, Virginia Tech, USA

Our research aims to investigate whether consumers’ calories estimation is biased by the food format: when the ingredients are mixed together versus separate. We found participants underestimated the amount of calories in candies when asked to imagine eating the food in a mixed (versus separate) format.

Embarrassed Customers: The Dark Side of Receiving Help from Others

Youjae Yi, Seoul National University, South Korea
Seo Young Kim, Seoul National University, South Korea

Receiving support from other customers during service encounters has become common with increased customer-to-customer interactions. However there is a downside of inter-customer relationships. Customers receiving help from other customers during service encounters are more likely to feel embarrassed which would lead to decrease in customer satisfaction.

The Construction of ‘Whiteness’ in Indonesian Skincare Advertising

Jeaney Yip, University of Sydney, Australia
Susan Ainsworth, University of Melbourne, Australia

This research analyses the discursive construction of beauty through skin care advertisements in Indonesian women’s magazines. A country with the largest emerging middle class in Southeast Asia we explore the polysemy of whiteness that promise youthful and fair skin to affluent middle-class consumers and the constant ‘upscaleing’ of lifestyle norms.
How Self-disclosure and Interpersonal Similarity Affect Goal Achievement in Social Media-based Online Communities

Kelly Eunjung Yoon, University of California Irvine, USA
Cornelia Pechmann, University of California Irvine, USA

Our research examines the effects of community members’ identity self-disclosure which we posit to be an underlying mechanism in the success of online communities. A mediation analysis supports the notion that identity disclosure in dyads is a significant factor that enables individuals to achieve their goals through strong interpersonal bonds.

Creating the Mood for Humor: A Gender Identity Perspective

Hye Jin Yoon, Southern Methodist University, USA
Yongjun Sung, Korea University, South Korea

Mood effects research in humor advertising with a focus on gender identity is non-existent. Two experimental studies found responses to different arousal and valence mood primes in humor advertising to be contingent on the individual’s gender identity. The findings provide implications for theoretical as well as practical contributions.

The Effects of Social Sharing on Consumers’ Self-Perceptions of Expertise

Daniel M. Zane, Ohio State University, USA
Rebecca Walker Rezek, Ohio State University, USA

This research explores how sharing preexisting online material (e.g. a news article) can enhance one’s self-perceptions of subjective expertise. Sharers believe they are acting as experts by disseminating information to others and conclude from their act of sharing that they must be knowledgeable about the topic of the shared content.

Curiosity under Bright Light: The Influence of Lighting Conditions on Innovative Product Adoption

Yu Zhang, Nankai University, China
Lan Xia, Bentley University, USA
Jiangang Du, Nankai University, China

This paper examines the effect of lighting conditions on evaluation and purchase intention of innovative products. Four studies showed that consumers in a bright environment are more likely to adopt new products than those in the dark environment with curiosity mediating the effect. And the effect is moderated by loneliness.

From Perceived Conceptual Importance to Physical Weight Judgment: A Theme-Fit Analysis

Ke Zhang, The University of Hong Kong, Hong Kong
Echo Wen Wan, The University of Hong Kong, Hong Kong
Sara Kim, The University of Hong Kong, Hong Kong

Prior research shows that the physical weight judgment in a prior context can influence perceived importance of the product but not the other way around. We find evidences in three experiments that the conceptual importance can also influence the physical weight judgment and that this effect occurs in theme-fit conditions.
**Warmer but Less Competent: When Co-Branding Helps or Hurts Less-Known Brands**

Ke Zhang, The University of Hong Kong, Hong Kong  
Sara Kim, The University of Hong Kong, Hong Kong  
Echo Wen Wan, The University of Hong Kong, Hong Kong

We show that whether co-branding with a well-known brand will be beneficial or detrimental for a less-known brand depends on consumers’ focus on warmth versus competence when evaluating the less-known brand. We show that co-branding with a well-known brand increases perceived warmth but decreases perceived competence of a less-known brand.

**Attributions to Individual or Group? A Study on Gender Differences**

Chun Zhang, Concordia University, Canada  
Michel Laroche, Concordia University, Canada  
Marie-Odile Richard, State University of New York Polytechnic Institute, USA

Based on the self-construal literature and the interdependent theory the current work examines the gender difference in attribution behavior. Results show that males are more likely to attribute to individuals while females are more likely to attribute to groups. This difference is also confirmed between relational and collective interdependent self-construal.

**Future is “Right” on Your Face: The Role of Facing Direction of Product on Attitudes toward Product**

Yuli Zhang, Drexel University, USA  
Hyokjin Kwak, Drexel University, USA  
Haeyoung Jeong, Drexel University, USA  
Marina Puzakova, Lehigh University, USA

This research demonstrates that the facing direction of product images in advertisements plays a crucial role in consumers’ attitudes toward the advertised products. Our two studies reveal that right (vs. left)-facing direction of product is more suitable for products that are intended for future (vs. past) needs.

**Neutral Expressions Increase Psychological Distance and Price Estimation of Luxury**

Hong Zhu, Nanjing University, China  
Xin Wang, Nanjing University, China  
Han Gong, Nanjing University, China

Neutral facial expressions of commercial models increase perceived psychological distance between consumers and products which further influence price estimation of goods. The type of products further moderates the effects of facial expressions on price estimation. Psychological distance is the mechanism to explain it.

**When Originality Backfires: When and Why Conforming Consumers are Considered Smarter Than Nonconforming Ones**

Ignazio Ziano, University of Ghent, Belgium  
Mario Pandelaere, Virginia Tech, USA; University of Ghent, Belgium

Consumers routinely make inferences about products and other consumers based on purchasing behavior. In this paper we study the effect of conforming (or nonconforming) consumer behavior on expected product quality and perceived consumer competence.
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